📊 Weekly Client Feedback Report – Week 2

> 📅 **Date:** Week 2 – 14 January 2026

Overview of submissions or discussions

During this week, we contacted the client by email to validate **two key aspects** regarding the presentation and visualisation approach for the *Traffic Analysis project*. The discussion focused on:

- The preferred presentation strategy for the two streets under analysis (**Sint-Martens-Latemlaan** and **Graaf Karel de Goedelaan**): whether to focus on one street first or present both streets together in the same graphs

- The desired level of complexity for the **dashboard visualisations**: whether to keep graphs simple (only line and bar charts) or allow more advanced graph types

We explained that we are now building models using Telraam data for both streets and would adapt our analysis and dashboard design based on the client's preferences.

Client feedback

> ✅ The client expressed a **clear preference** for focusing on **one street first** (Sint-Martens-Latemlaan) and comparing it with the second street (Graaf Karel de Goedelaan) afterwards, rather than always showing both streets together in the same visualisations.

Regarding the **dashboard visualisations**, the client indicated openness to **more complex graph types**, stating that *"if I can read the graph types I will be happy, no matter how complex it is."* This confirms that readability and interpretability are the priority, not simplicity per se.

Interpretation

This feedback provides important guidance for structuring the project deliverables and **aligns well with a phased presentation approach**. Focusing on one street first allows for more *detailed and focused analysis* of that specific location before introducing comparative elements, which supports **clearer storytelling** and prevents cognitive overload.

The client's openness to **complex visualisations** gives the team **greater flexibility** in choosing appropriate graph types. This means we are not restricted to only basic line and bar charts, but can explore *more advanced visualisations* such as **heatmaps**, **scenario comparison plots**, or **interactive dashboards**, provided they remain clear and well-explained. This flexibility enables richer **data storytelling** while maintaining the strong focus on **interpretability and readability** that the client values.

Actions and adjustments

🎯 **Based on the client feedback, the following steps will be taken:**

☒ Structure the **dashboard** so that the main view highlights **Sint-Martens-Latemlaan** as the primary focus street, with clear navigation or sections to access comparative views with Graaf Karel de Goedelaan

☒ Use **line and bar charts** for the most important KPIs to ensure quick comprehension, but allow **richer visualisations** (e.g., *heatmaps for temporal*

patterns, scenario comparison plots) where they add analytical value

☒ Ensure all complex visualisations include **clear labels, legends, and explanatory text** to maintain maximum readability

☒ Reflect this two-stage presentation strategy (single-street focus followed by comparative analysis) in the **project report structure** and **final presentation flow**